ALL ACCESS

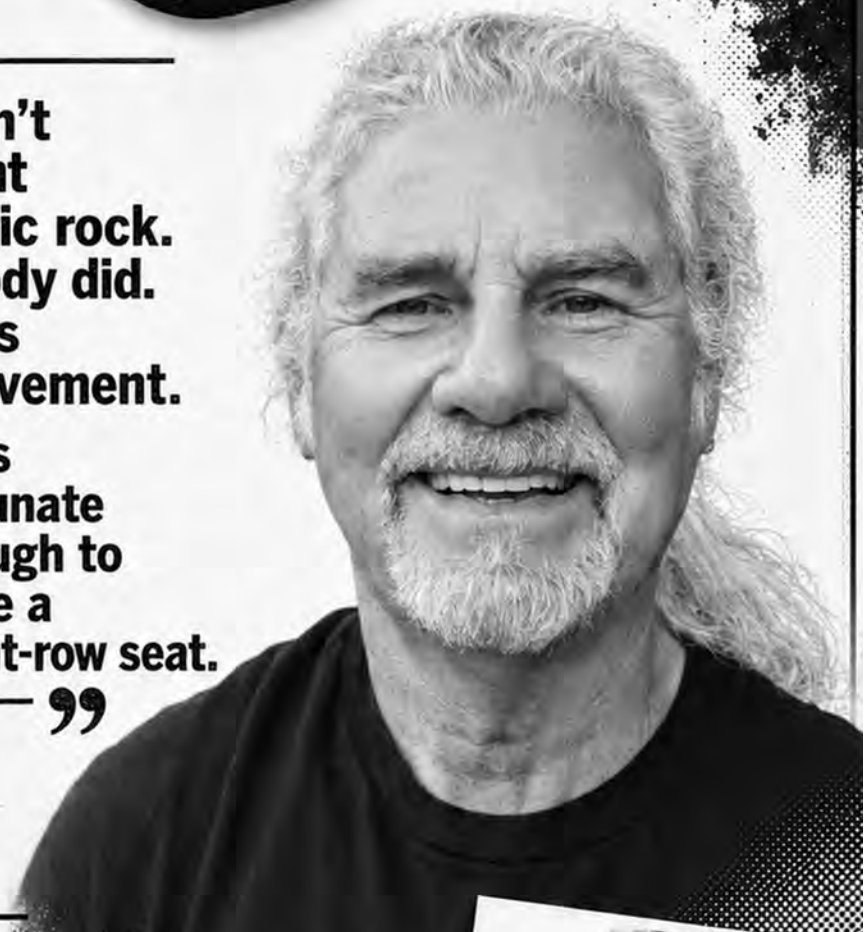
FRED MEYERS

Music Historian
Former Warner Bros. Records Promotion Executive
Former Virgin Records Executive
Author of *Hit Men*

PROFESSIONAL SPEAKING PORTFOLIO

Hit-Men.com

> **“I didn’t invent classic rock. Nobody did. It was a movement. I was fortunate enough to have a front-row seat.”**



ABOUT FRED

Growing up in Detroit during the late 1960s, Fred Meyers witnessed one of the most exciting periods in American music history. As Motown, FM radio, and classic rock transformed the industry, Detroit became a proving ground where artists, record labels, radio stations, and fans helped shape a generation.

In 1978, Fred joined Warner Bros. Records as a promotion executive, launching a career that later included Virgin Records America. Working alongside legendary artists, managers, radio programmers, and record executives, he gained a rare behind-the-scenes perspective on how great music found its audience.

Today, Fred combines historical research with decades of industry experience to create presentations that are entertaining, educational, and inspiring. His programs blend storytelling, photographs, music history, and audience interaction into an experience that appeals to lifelong music fans as well as those discovering these stories for the first time.

VISIT
HIT-MEN.COM

PRESENTATION TOPICS AT A GLANCE

- ★ The Birth of Classic Rock in Detroit
- ★ Behind the Scenes at Warner Bros. Records
- ★ The Golden Age of FM Radio
- ★ How Records Became Hits Before the Internet
- ★ Motown and the Detroit Musicic Explosion
- ★ The Untold Stories Behind Hit Men
- ★ Lessons from a Lifetime in the Music Business

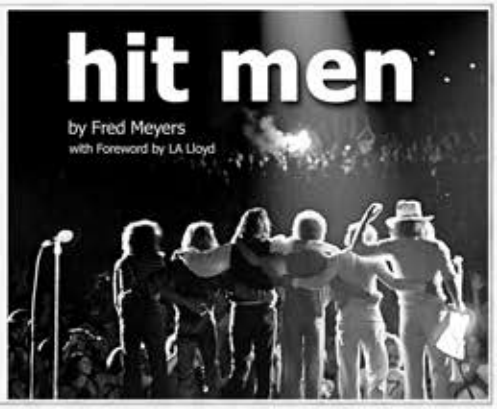
SIGNATURE PRESENTATIONS

Bookable programs rooted in music history, storytelling, and firsthand experience.

1 HIT MEN

The Birth of Classic Rock & Soul Through the Eyes of Detroit

Travel back to Detroit during one of the most influential periods in American music history. Discover how a city became the birthplace of musical innovation and hear the stories behind the artists, radio stations, record labels, and personalities that changed music forever.



2 FRONT ROW TO ROCK HISTORY

A lifetime of stories from growing up in Detroit during rock's formative years and later working inside the music industry. Fred shares personal experiences, historical perspective, and unforgettable moments from one of music's greatest eras.

3 INSIDE THE RECORD BUSINESS

How did songs become hits before the Internet?

This presentation takes audiences behind the curtain to explore radio promotion, record labels, artist development, and the relationships that launched legendary careers.

MEDIA & PUBLIC APPEARANCES

- Television Interviews
- Radio Interviews
- Podcast Guest
- Author Presentations
- Website: Hit-Men.com

IDEAL AUDIENCES

- Public Libraries
- 55+ Active Adult Communities
- Museums
- Historical Societies
- Colleges & Universities
- Rotary Clubs
- Kiwanis Clubs
- Chambers of Commerce
- Music Festivals
- Corporate Events
- Classic Rock Cruise Ships
- Record Conventions

WHAT AUDIENCES EXPERIENCE

- Historic photographs
- Behind-the-scenes stories
- Music history
- Audience participation
- Question & Answer session
- Meet-and-greet
- Book signing

WHY FRED MEYERS?

Fred doesn't simply talk about music history. He connects audiences to the people, places, and moments that helped shape it.

Drawing from firsthand industry experience and years of historical research, Fred delivers presentations that are informative, entertaining, and deeply personal.

Whether speaking at a library, museum, cruise ship, university, or corporate event, audiences leave with a deeper appreciation for the music—and the people behind it.

BOOKING INFORMATION

Fred Meyers is available nationwide for keynote presentations, libraries, museums, festivals, cruise ships, record conventions, universities, and community organizations.

Programs range from 45–90 minutes and may include audience Q&A and book signing.

For additional information, media appearances, and booking inquiries, visit Hit-Men.com.

Visit / Hit-Men.com

"Every great song has a story. Every movement has people who lived it. Spend an evening discovering the stories behind the soundtrack of a generation."